

22.12.2021

**Notice**  
**Department of Statistics**  
**DBT Star College Activity**

Organises  
A Guest Lecture  
By  
**Mr. Vikas Dubey**

Senior Research Analyst | Nielsen India PVT LTD

**Topic: Way to Success!**

**Day and Date:** Thursday, December 23, 2021

**Time:** 05.00 PM

The details of Zoom meeting are as follows:

**Meeting ID:** 987 7391 5570 **Passcode:** 792259

**Zoom Link:**

<https://zoom.us/j/98773915570?pwd=MFRJYU1oMXJocitFoFoZzJ3eGJiUT09>

  
**Ms. Chhaya Pinge**  
Associate Professor and  
Head, Department of  
Statistics

  
**Dr. Himanshu Dawda**  
Principal

PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA



2019 : Star College Status by DBT

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## Department of Statistics

Guest lecture

**'Way to Success!'**

by

**Mr. Vikas Dubey**

Senior Research Analyst | Nielsen India PVT LTD

organised on

**Thursday, December 23, 2021**

(DBT Star College Activity)



Hindi Vidya Prachar Samiti's  
Ramniranjan Jhunjunwala College of Arts, Science and Commerce (Autonomous)

## Department of Statistics

DBT Star College Activity

Organises

**A Guest Lecture**

**By**

**Our Alumnus**



Thursday  
Dec 23, 2021



05.00 PM



Zoom Platform  
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Passcode: 792259

**Mr. Vikas Dubey**

Senior Research Analyst | Nielsen India PVT LTD

**Way to Success!**

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RAMNIRANJAN  
OF ARTS, SCIENCE & COMMERCE (AU)  
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# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400 086, Maharashtra, INDIA.

Website : [www.rjcollege.edu.in](http://www.rjcollege.edu.in) Email : [rjcollege@rjcollege.edu.in](mailto:rjcollege@rjcollege.edu.in) Tel. No.: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act. 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

## VIKAS ASHOKKUMAR DUBEY

Address: 307, Shivdarshan CHS, Quarry Road, Bhandup – West, Mumbai – 400078.

Mobile: +91 9004757798 | E-mail: [vikas96dubey@gmail.com](mailto:vikas96dubey@gmail.com)

### Professional Experience

- Nielsen India Pvt Ltd (Senior Research Analyst from August 2019 to present)
- Nielsen India Pvt Ltd (Research Analyst from June 2017 to July 2019)

### Technical Knowhow and Automation

- Used a wide range of techniques like Correlation, Factor analysis, Cluster analysis, Significance testing, ANOVA, different types of regression analysis like Linear Regression, Logistic Regression, LCR(Using Latent Gold), Ridge Regression, Lasso Regression etc.
- Used advanced statistical techniques like Structural Equation Modeling and Bayesian Belief Network for relationship between different themes in the market and the exact path to prioritize
- Collaborated a cross team Python based open learning initiative
- Build excel tools to make deliverables more attractive
- Streamlined the training process for new associates and thereby saving a lot of time.

### Research

- Explored Multidimensional scaling (MDS) and Max Diff techniques in detail for R&D purpose.
- Tested the need for weighting in order to ensure that included product dynamics in the project/data is in line with the corresponding market level picture
- Explored relative importance technique RWA. Now this technique is a part of one of the product offered by the team.
- Currently a part of R&D started by leaders. The objective is to create a new and affordable product based on SEM for the client

### Educational Profile

Course(Stream)	Institution	Board/University	Year of Passing	Performance
M.Sc. Statistics	Department of Statistics	Mumbai University	2017	61.37%
B.Sc. Statistics	R.J. College	Mumbai University	2015	81.76%
HSC (Science)	R.J. College	Maharashtra State Board	2012	73.50%
SSC	Gururanak English High School	Maharashtra State Board	2010	89.64%



  
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## Extracurricular

- Actively manage events in the current Organization (Part of HitF5 team which is responsible for managing all the events in the organization)
- Playing Cricket

## Software Skills

Programming	: Advanced - SPSS.
	: Intermediate - Python
	: Basic - SQL
Software	: Intermediate – AMOS, Latent Gold
	: Basic – Bayesialab



  
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## Report

The Department of Statistics organized a guest lecture on 'Way to Success!' on December 23, 2021. **Mr. Vikas Dubey**, Senior Research Analyst, Nielsen India PVT LTD was invited as the resource person. Statisticians play a very important role in various sectors like Data Science, Teaching, Research, Government Institutions, etc. In this session, students got an overall view of all the job opportunities present in the above mentioned sectors. Also, students got an idea of the qualifications & eligibility criteria required to apply for various jobs in different sectors related to Statistics. In all 46 Students and 4 Faculties were benefited by this session.

**Number of Beneficiaries : 46 Students + 4 Faculties**

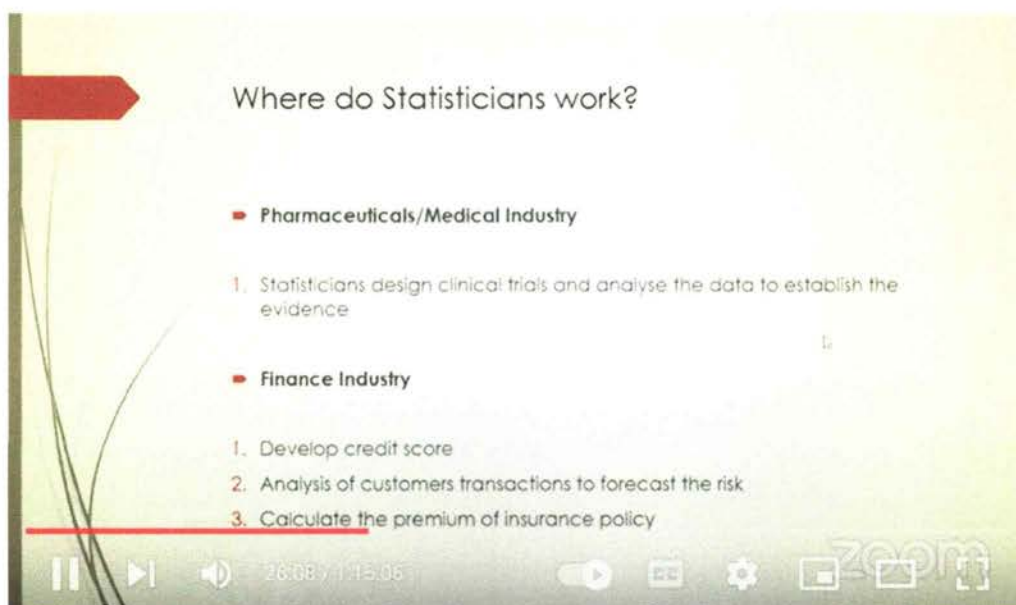
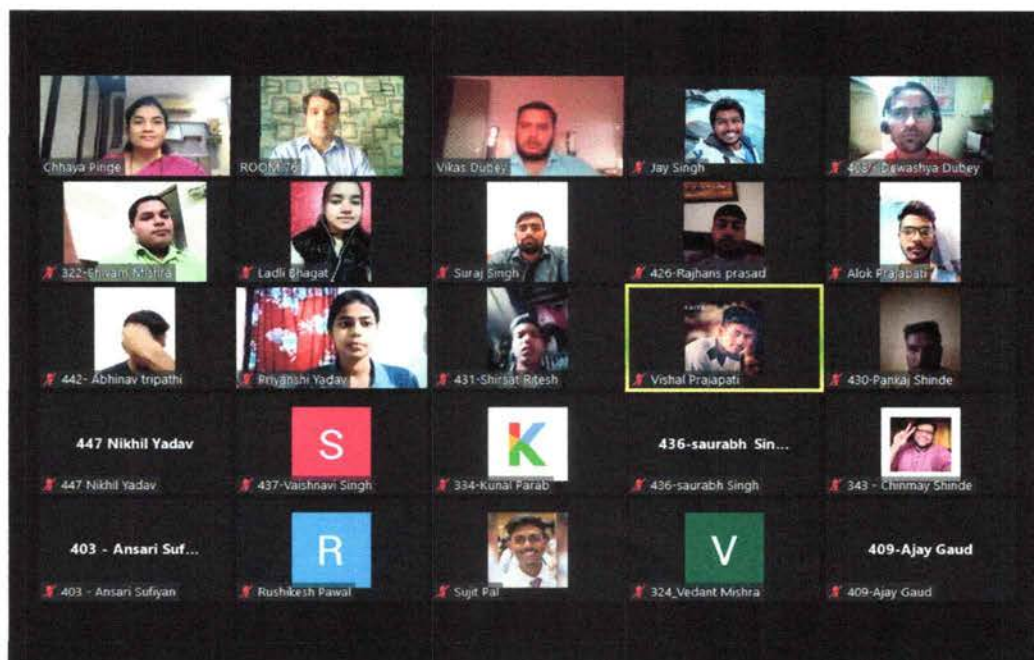
Attendance Link : [Attendance \(Responses\)](#)

Lecture Link : <https://youtu.be/96a8k3q4lnA>



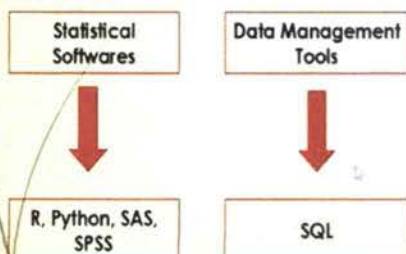
  
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## PHOTOS



## Recommendations....

If planning for corporate then only post graduation is not sufficient....



*[Signature]*

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**ATTENDANCE**  
**23<sup>rd</sup> December 2021**

Sr No.	Name	Class	Roll Number
1	Chinmay Shinde	SYBSC	343
2	Abhinav Kumar	Tybsc	442
3	Ansari Mohd Sufiyan Sanaullah	TYBSc	403
4	Prajapati Anjali Dayanand	S.Y.Bsc	307
5	DEVANAND	Sybsc	113
6	Vaishnavi Rupesh Singh	TYBSC Statistics	437
7	Ajay Kumar Dinesh Gaud	TYBSC	409
8	Ladli Bhagat	Tybsc	404
9	Vikas Gupta	Tybsc	414
10	Jyoti Shukla	T. Y. Bsc	433
11	Kunal	SYBSC	334
12	Shilpa verma	Tybsc	443
13	Ruchi Devnath Dubey	SYBSC	308
14	Sunil Ramsudhi Jaiswal	Tybsc	450
15	geeta patel	sybsc	101
16	Shivam Anand Mishra	SY BSc	322
17	Singh Rishikesh ajay baby	Tybsc	435
18	Abhishek pandey	Sybsc	748
19	Priyanshi Yadav	Tybsc	448
20	Aadarsh Tiwari	TYBSC	439
21	Rajhans prasad	TYBSC	426
22	Kavita Chaurasiya	SYBSC	305
23	MOHAMMAD AADIL SAGIR AHMED SHAIKH	TYBSC	428
24	Alok Kumar Prajapati	TYBSc	451
25	NIKHIL YADAV	Tybsc	447
26	Mohammed Tanweer	TYBSc	402



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27	Shreekant Ankush Kamble	TYBSc	418
28	Janhavi Kulkarni	T. Y. B. Sc	420
29	Shubham Shedekar	TYBSc	429
30	DEVRAJ DHARMENDRA KUMAR YADAV	SYBSc	354
31	Rushikesh Sarjerao Pawal	S.Y.B.Sc.	338
32	Khan Hanifa Irfan	SYBSC	317
33	Niraj Santosh Vishwakarma	TYBSC	444
34	Sujit P Pal	S.Y.Bsc- B	328
35	Kishan Jaiswal	Tybsc	416
36	Poonam gaud	Tybsc	410
37	Dewashya Dubey	TYBSc	408
38	Satyam Jaiprakash Mishra	Tybsc	423
39	Kushwaha ganesh	Tybsc	421
40	Saurabh Singh	TYBSc	436
41	Mayur udaychand chaurasiya	Sybsc	306
42	Jagdambaprasad Dubey	Tybsc	401
43	Pankaj	TYBSC	430
44	SAURABH SHIVPRAKASH TRIPATHI	TYBSC	441
45	Shivani Hundare	Tybsc statistics	415
46	Shravan jaiswal	TYBSC statistics	417



*(Signature)*

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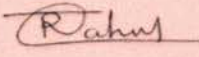
**CERTIFICATES**


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**DEPARTMENT OF STATISTICS**

**DBT Star College Activity**  
**Guest Lecture**  
**Certificate**

This certificate is awarded to Mr./Ms. **Chinmay Shinde** for attending a Guest Lecture on '**Way to Success!**', held on December 23, 2021.

  
Mr. Rahul Tiwari  
Co-ordinator

  
Ms. Chhaya Pingre  
Head, Dept. of Statistics

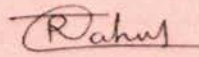
  
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Principal


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